

### Abstract of the Disclosure

It is intended to provided an image processing method, an image display unit, and a storage medium, capable of effecting an appropriate color reproduction even under a change in brightness of external illumination.

In an image display unit according to the present invention wherein a desired image processing is applied to inputted image data, an tone reproduction characteristic in a dark surround of the image display unit in a dark surround and an tone reproduction characteristic in an illuminated surround of the image display unit under illumination of a predetermined luminance value are measured by a measuring means and the

tone reproduction characteristic in an illuminated surround is approximated to the tone reproduction characteristic in a dark surround in a desired input tone range by a characteristic approximating means. Further, on the basis of the approximated tone reproduction characteristic in an illuminated surround a correction curve is generated by a correction curve generating means and an image processing is performed for input image data on the basis of the generated correction curve.

Figure 2